Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A system for scheduling the distribution and play of advertising content on remote <u>display</u> devices utilizing a network, comprising:

(a)   a database for storing <u>the</u> advertising content;

(b)   a server coupled to the database, the server being capable of receiving input preferences relating to play scheduling parameters selected from the group consisting of: frequency, interval, time of play, trigger events, and category filtering;

(c)   a scheduling algorithm executed on the server for generating scheduling data utilizing the input preferences, the scheduling algorithm being based on predetermined methods of processing the input preferences; and

(d)   a network for distributing the advertising content and the scheduling data to a plurality of ~~output~~ <u>remote display</u> devices, <u>said scheduling data indicating when and how often the advertising content is to be displayed in the plurality of remote display devices.</u>

2. (Currently Amended) The system recited in claim 1, and further comprising at least one remote communicative device coupled to said network for receiving and responding to said scheduling data to communicate said advertising content to at least one of said <u>plurality of remote</u> display devices, said remote communicative device being capable of storing the advertising content and scheduling data so that it can continue to function in the event of a loss of coupling with said network.

3. (Currently Amended) The system recited in claim 2, wherein said remote communicative ~~devices include~~ <u>device includes</u> at least one remote server, and at least some of said <u>plurality of remote</u> display devices are coupled to the network via ~~an associated~~ the remote server, the ~~associated~~ remote server being capable of distributing the advertising

content [[data]] to the ~~associated~~ at least some of said plurality of remote display devices for display in accordance with the scheduling data.

4. (Currently Amended) The system recited in claim [[2]] 3, wherein [[each]] the remote server provides security between the ~~associated~~ at least some of said plurality of remote display devices and the network.

5. (Previously Presented) The system recited in claim 1, and further comprising a user interface coupled to the network for allowing a user to input and/or modify at least one of the scheduling data and the advertising content.

6. (Previously Presented) The system recited in claim 1, wherein the scheduling data is stored in the database with the advertising content.

7. (Previously Presented) The system recited in claim 5, wherein a tag associated with the scheduling data is stored with the advertising content.

8. (Previously Presented) The system recited in claim 1, wherein the scheduling data is stored in a database separate from the database in which the advertising content is stored.

9. (Previously Presented) The system recited in claim 2, and further comprising a user interface coupled to the network for updating the scheduling data.

10. (Currently Amended) The system recited in claim 1, wherein advertising content from a variety of channels is distributed simultaneously to various ones of the ~~output displays~~ plurality of remote display devices.

11. (Previously Presented) The system recited in claim 1, wherein the database can receive and store and can be queried for information associated with at least one of the group consisting of billing, statistical analysis, merchandise, and performance monitoring.

12. (Previously Presented) The system recited in claim 1, and further comprising a gaming device coupled to the server, the gaming device being capable of communicating advertising content associated with gaming.

13. (New) A system for scheduling the distribution and play of advertising content on remote display devices utilizing a network, comprising:

(a)   a database for storing the advertising content;

(b)   a server coupled to the database, the server being capable of receiving input preferences relating to play scheduling parameters selected from the group consisting of: frequency, interval, time of play, trigger events, and category filtering;

(c)   a scheduling algorithm executed on the server for generating scheduling data utilizing the input preferences, the scheduling algorithm being based on predetermined methods of processing the input preferences;

(d)   a plurality of remote display devices for displaying the advertising content;

(e)   a network for distributing the advertising content and the scheduling data to the plurality of remote display devices, the scheduling data indicating when and how often the advertising content is to be displayed in the plurality of remote display devices; and

(f)   at least one remote communicative device coupled to the network for receiving and responding to the scheduling data to communicate the advertising content to at least one of the plurality of remote display devices, the remote communicative device being capable of storing the advertising content and scheduling data so that it can continue to function in the event of a loss of coupling with the network.

14. (New) The system recited in claim 13, wherein the remote communicative device includes at least one remote server, and at least some of the plurality of remote display devices are coupled to the network via the remote server, the remote server being capable of distributing the advertising content to the at least some of said plurality of remote display devices for display in accordance with the scheduling data.

15. (New) The system recited in claim 13, further comprising a user interface coupled to the network for allowing a user to input and/or modify at least one of the scheduling data and the advertising content.

16. (New) The system recited in claim 13, wherein a tag associated with the scheduling data is stored with the advertising content.

17. (New) The system recited in claim 13, wherein advertising content from a variety of channels is distributed simultaneously to various ones of the plurality of remote display devices.

18. (New) The system recited in claim 13, wherein the database can receive and store and can be queried for information associated with at least one of the group consisting of billing, statistical analysis, merchandise, and performance monitoring.

19. (New) The system recited in claim 13, further comprising a gaming device coupled to the server, the gaming device being capable of communicating advertising content associated with gaming.

20. (New) The system recited in claim 13, wherein the scheduling data is stored in a database separate from the database in which the advertising content is stored.